IPACS
INTERNATIONAL PARTNERSHIP AGAINST CORRUPTION IN SPORT

October 2024

TERMS OF REFERENCE FOR WORKING GROUP ON ARTIFICIAL INTELLIGENCE (AI) AND CORRUPTION IN SPORT

1. Background:

Following on the Workshop on "IPACS Future Frontiers: AI" organised within the framework of SportAccord Summit 2024, discussions centred around how AI may impact the sport movement in terms of risks of corruption and, on the other hand, the benefits that could be gained from the use of AI in the fight against corruption in sport. Throughout the conversation between the moderator, the panellists and the audience, multiple topics were considered, as well as potential solutions and real-life examples.

Furthermore, on April 2024, the IOC launched the Olympic AI Agenda representing another milestone in the Olympic Movement, the Olympic Games, and the relevance of sport. In particular, the Olympic AI Agenda underscores the opportunities and risks of AI within sport on various aspects, including, athletes' performance analysis, athletes and fan experience, efficiency across the management of the IOC and sport, and ethical governance, among others. By embracing AI, the IOC and the Olympic Movement continue to evolve while upholding the Olympic values.

Building from the ongoing conversations on the topic of AI and the Olympic Movement, during the IPACS Steering Committee meeting held virtually on 2 July 2024, it was agreed that a new IPACS Working Group be established to consider the potential corruption-related risks and anti-corruption benefits of AI for the sport, and to consider any other potential corruption-related issues that might arise from the advancement of AI which affects sport.

2. Initial Tasks to be performed by the Working Group:

Under the overall supervision of the Steering Committee, the members of this Working Group will work on the consideration and analysis of the following issues, among others that might come up as the work is being developed:

I. Potential Risks:

   i. Facilitate acts of corruption

AI could be used to facilitate corruption (e.g., during hosts awarding processes and, during the organisation of major sports events). AI could also be used to better hide acts of corruption making it harder to detect and investigate potentially affecting the credibility of sports and law enforcement.

ii. Undermining of institutional Governance

AI could be exploited by corrupt individuals with the aim to manipulate procurement processes and their outcomes, including when it comes to bidding for major sport events, through the creation of fake information, and other corrupt activities throughout the procurement cycle.

Additionally, AI could be used to falsify financial statements, risk assessments and internal control outcomes, putting sports organisations' integrity at risk.

iii. Manipulation of data

AI systems rely on large volumes of data for training and decision-making. If data is manipulated, falsified, or biased, AI models can produce inaccurate or misleading results that could be exploited for corrupt purposes, such as influencing match outcomes or manipulating betting markets. AI could, therefore, be used to manipulate performance data, betting odds, and game outcomes, by alerting or creating sophisticated match-fixing schemes that are harder to detect. In addition, corrupt people could access AI systems and exploit them for personal gain, such as leaking sensitive information, spreading misinformation, and manipulating algorithms to favour certain outcomes, and harm the reputation of athletes, officials and the organisations, in turn, negatively affecting the integrity of sport.

iv. Deepfakes and misinformation

AI could be used to create deepfakes (e.g. fake videos, audios or images), and spread misinformation – whether resulting from AI "hallucination" or incorrect information. Such content could damage the reputation of athletes, officials and the organisations, be used to manipulate public perception and influence behaviour, or exert undue influence or blackmail, leading to corrupt practices. In turn, negatively affecting the integrity of sport.

v. Algorithmic Bias and Discrimination

AI algorithms can inadvertently perpetuate or exacerbate existing biases if trained on biased data. This could lead to unfair advantages or disadvantages for certain athletes, teams, or stakeholders, potentially leading to corrupt practices such as biased officiating, discriminatory player selection, or unequal access to resources.

II. Potential Benefits

i. Enhances prediction, monitoring and detection

AI could be used to analyse big amounts of data in real-time, in turn, allowing for the detection of patterns and anomalies that could be indicative of acts of corruption. This could include unusual betting patterns, performance anomalies, or suspicious financial transactions. In addition, AI could be used to predict potential corruption risks by identifying trends and behaviour associated with past cases of corruption (e.g., during the awarding processes, the procurement of infrastructure and services and, during the organisation of major sports events).

ii. Improved Transparency and Governance

AI could be used to enhance transparency and accountability in sport (e.g., during the awarding processes, and during the organisation of major sports events). In addition, AI could be used for monitoring compliance with regulations and other contractual obligations.

AI could also be used to promote transparency during the whole procurement cycle. Moreover, AI could be implemented to detect and prevent corruption in sport related procurement processes, including the oversight of the implementation of projects by providing real-time monitoring and analysis. AI could also be used to validate vendors and contractors to prevent corruption and ensure compliance with ethics and integrity standards, including using AI tools detecting conflicts of interests.

iii. Promoting objectivity

AI tools could be used to assist with judging, refereeing and officiating sport competitions, as well as analyse real-time compliance with sports rules, to prevent bias and potential match-fixing schemes.

iv. Education and awareness raising

AI could be used to provide personalized training and capacity building on anti-corruption, and integrity for officials, athletes, event organizers, and others, thereby strengthening the prevention of corruption in sport.

III. Regulatory framework

i. What legal and ethical frameworks are necessary to support the effective use of AI in combating corruption in sports? Would it be necessary to adopt new regulatory frameworks that support the implementation of AI in sports, while ensuring AI systems' integrity?

ii. What other policies should be implemented to govern the use of AI in preventing bribery and other forms of corruption in sports -if any?

iii. Would we need to develop a best practice guide or handbook on how to manage the corruption risks pose by AI to the Sport Movement?

IV. Supporting Athletes

Talent identification: AI can significantly boost talent identification in sport by evaluating performance metrics, physical traits, skills and other key data. This will offer new opportunities for individual athletes around the world (source: Olympic AI Agenda).
Considering the above, it might be interesting to understand:

i. What are the ethical boundaries of using AI tools for talent identification?

ii. What measures should be in place to ensure the privacy and compliance with Data Protection Laws, of individual athlete's data storage and managed by these AI tools?

iii. How would it be possible to prevent the abuse of this AI tools for private gain, including, manipulating the tools in favour of a specific outcome?

iv. If these AI tools could be corruptly manipulated, and how to prevent this if possible?

V. Education

In view of the issues addressed under considerations I-IV above, education is pivotal to understand the context of AI and corruption in sport. Especially within the constantly changing environment of AI, it is important to be able to keep up with the evolution of this field. The IPACS stakeholders could benefit from a more profound understanding about how to best mitigate the risks related to AI and corruption in sport, while harnessing the AI associated benefits for the fight against corruption in sport.

The Working Group could also benefit from the experiences of other actors which already have some experience with the use of AI in sport. For this reason, the firsts tasks of the Working Group on AI and corruption in sport will be the following:

i. Mapping of relevant actors: Elaborate a mapping identifying the various governments, intergovernmental organisations, betting operators, and other relevant actors who are actively working in the area of AI and sport. The mapping will provide a screenshot of

the current landscape and potentially facilitate collaborations and synergies, while avoiding duplication.

ii. Experience exchange session: Organise an experience exchange session during which relevant actors will share their knowledge and experiences regarding their approaches to AI in their respective ecosystems. The session will aim at fostering an educational dialogue between the participants. Potential presenters may also include judges, referees, and experts from the Olympic AI Agenda Working Group who may also provide their insights.

iii. Identifying any further risks and opportunities for AI in preventing corruption in sport. At a later stage, another task of the Working Group will be to actively raise awareness, disseminate and promote prevention tools and good practices on AI and corruption in sport within the IPACS stakeholders' network.

3. Composition and Working Methodology:

The composition of the Working Group will be drawn from and coordinated by Partners, as appropriate and decided by the Steering Committee. The Working Group may also consider inviting experts, including those from outside sport and public authorities, on an ad-hoc basis to participate in the Working Group's discussions.[1]

The composition of the Working Group will ensure a balanced representation from international organisations, governments and sports organisations.

The Working Group's composition will be approved by the Steering Committee and should reflect a diversity of membership across geographical, country size and development status.

The coordination of the Working Group will be initially ensured by the Steering Committee, until the latter designates the Working Group Facilitator(s).

For all the aspects relevant to the working methodology of the Working Group, the IPACS Governance Guidelines shall apply.

The frequency of the Working Group meetings and the total duration of the Working Group's work will be defined by the Steering Committee, which will be responsible to invite the partners to express their interest in joining the Working Group.

[1] In line with Article 8 of the IPACS Governance Guidelines